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Exclusive "Fresh-Lock" pack gives new Raffles the freshest menthol flavor ever captured...and kept.

The Fresh-Lock® pack captures the flavor other menthols lose.

Raffles retains 30% more moisture than other leading menthols.

What's the good of creating a fresher-tasting menthol cigarette if that freshness leaks through the pack and disappears?

So we created a whole new kind of pack that captures that freshness—and keeps it captured—until you break the seal.

This new Raffles pack is double wrapped. Wrapped once, then wrapped again in foil. A pack within a pack to lock in moisture. To lock in freshness. To lock in flavor.

Try Raffles and be convinced. One puff will tell you...this is the freshest menthol you've ever smoked.

Absolutely, positively menthol.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

12.0 mg "tar," 1.0 mg nicotine av per cigarette, by FTC method

Source: https://www.industrydocuments.ucsf.edu/docs/jrxj0004